

Subject: Online Ordering and Reservations
From: snaptown <feedback@snaptown.us>
Date: 05/15/2018 11:32 AM
To: john@thescbd.com

Welcome to Snaptown - Shop Local, Spend Local and Get Rewarded

Quick Links

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This Month

[Shop Local](#)

[New Groups](#)

[Summary](#)

[Online Ordering and Reservations](#)

[Limitless Customizations](#)

[Whittier Case Study](#)

[Snaptown 4.0](#)

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Summary

Our latest platform release focuses on online ordering for restaurants and optimization for our Shop Local/Visitors groups.

Online Ordering/Reservations

Online ordering is increasing in importance for restaurants, but is coming at a very high cost of 5-15% commission per order and up to 30% when delivery is included. We believe that this is unsustainable, and decided to do something about it - online ordering is now included in our standard and premium packages at no extra cost and,

- has 0% commissions per order
- allows you to confirm orders and reservations in real time
- orders come from the Snaptown app, your website and your Facebook page

By moving traffic from the commission-based ordering systems, restaurant owners can increase their margins per order AND most importantly use our loyalty programs to keep customers coming back. [Read more...](#)

Shop Local/Visitors Programs

The second focus of our latest release centered around Shop Local and Visitors program implementations.

We have increased the ability to customize the group, and have decreased the sign-up time by over 50%. [Read more about specific examples](#)

Schedule a demo

OLOOnline ordering and Reservations for Restaurants

**Shop Local/Tourism
Click to Join**

[Shop Montebello](#)



[Shop Glendora](#)



[Greater West Covina](#)



[Shop Rosemead](#)



[MyMB
Manhattan Beach, CA](#)



[El Cajon Boulevard
San Diego](#)



In order to help restaurants increase traffic and revenue we have launched real-time online ordering and reservations. This is included in our both our standard premium packages at no additional cost, and unlike other ordering systems does NOT come with per order commissions. **You keep all the money and the customers,**

- take orders from the app, your website and your Facebook page
- real time menu updates
- confirm orders in real time
- allow orders ahead of time and around the clock
- take reservations
- seamless integration into the Snaptown loyalty platform
- and more

Combining online ordering with our patented shop local technology and loyalty programs provides restaurants with a continuous flow of new and repeat customers - fully trackable and running on autopilot.

The following link is a test site with online ordering, reservation, order ahead, delivery, and Facebook ordering. It also works from the app.

[Take it for a test drive](#)

Look at the comparison to other ordering systems you may have used. Some charge commission based on spend and others have a per order charge.

Why pay more? [Schedule a demo](#) or [contact us today](#)

▣ **Limitless Customizations**



Our shop local programs are flourishing in over 10 new cities since the start of the year. Our latest release focused on improving the user experience and enhancing the customization for the program.



[Go Local TahoeSouth
Lake Tahoe, CA](#)



Quick action keys -

business owners that accept shop local credits, reward check-ins, and have loyalty programs can be quickly accessed by group members from the home page. The Montebello example to the right also highlights the Shop Local game and their sponsors.

Groups can also be customized to provide the best user experience for members.

[Go Downtown
RosevilleRoseville ,CA](#)

[El Dorado Winery
Association](#)



Placer Valley Tourism

focuses on tournaments and attendees that are new to the area. Their visitors program highlights Hotels and Parks in addition to providing dining options for teams and families. Teams can map from their hotels to the venues and see where they can save money along

the way.

[Shop Uptown Whittier
Whittier, CA](#)



The El Dorado Wine Trail

rewards wine lovers that check in at their member wineries. Their WINEderlust program is featured, visitors are tracked and check-ins are rewarded. Wineries can also highlight their new releases, offers, and events.



These features are helping chambers, associations and visitors bureaus innovate and

Historic Folsom



engage consumers like never before.

In the end the local economies and businesses are the biggest winners.

[Schedule a demo](#)

Play Placer



Explore



WhittierWhittier - A Shop Local Case Study

Whittier started their roll-out on January 5th of this year. Presently there are 400 local businesses that are represented including local historical points of interest and facilities.

In the 30 days since launch, Uptown Whittier has promoted the program on their website, social media and in-store.

Rancho Cordova, CA

In addition the following initiatives are in-progress,

New Fundraisers

Roseville Pony Soccer
Roseville, CA

McClatchy HS,
Sacramento, CA

Casa Robles HS,
Orangevale, CA

Harris Perks Program

Deer Valley HS,
Sacramento, CA

- 25,000 post cards sent to local residents
- program is promoted on 100,000 local maps
- TEXT Whittier is highlighted on 30 7' x 2' banners on local street posts.
- Ads are being run in the local paper

By totally embracing their Shop Local program and driving consistent messaging throughout the community Uptown Whittier is ensuring success of the program and a consumer base for their businesses.

We will check back in 60-90 days and provide you a report on what is already proving to be a widely successful program. A true example of focusing on Small Business Everyday.

Manteca HS,
Manteca, CA

Roseville Youth Soccer,
Roseville, CA

Oroville HS,
Oroville CA

Placer HS,
Auburn, CA

River City HS,
West Sacramento, CA

Ygnacio Valley HS,
Concord, CA

Truckee HS
Truckee, CA

Rodriguez HS,
Fairfield, CA

Lodi High School
Lodi, CA

[Schedule a demo](#) to learn more

Snaptown4Snaptown 4.0 - Shop Local, Get Rewarded

In addition to a complete overhaul of the user interface to increase user engagement, there were 2 major changes that will help businesses and shop local groups increase connection to consumers - **ratings** and **game limits**.

Ratings



Whenever a consumer checks-in to a business or redeems an offer, they are prompted to review the Quality and Service they received. In addition, they can identify the server/associate and provide additional comments. The business owner receives all the feedback in both their Merchant App and Online Dashboard. The ratings are not shared publicly. They are for the business owner to utilize to improve service AND to reward their employees for providing good service.

Consumers receive \$5 in Shop Local credits for reviewing their experience. Credits are used in your local community as consumers stay and shop local more often.

Game Limits

Businesses and group administrators can assign a limit to the number of times that a prize is won, independent of the starting odds. Limits ensure that a very good prize (like a \$25 gift card) is not won when the prize has been exhausted. We have seen that this insurance has resulted in businesses offering much better prizes.

We are committed to support local businesses and the communities they serve.

Sincerely,

the Snaptown team

dealsnapt, inc., 920 Reserve Drive, Suite 140, Roseville, CA 95678

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